

ORDER



Orders
Order / Rev: 65730
Alt Order #: 08882978
Product Desc: CENTER FOWARD
Estimate: 2072
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 10/15/12 / 10/15/12
Order Type: CIA - O

KTVX-TV

Primary AE: Continental Washington DC
Sales Office: CNAT
Sales Region: National

Agency
Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue, Suite 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Center Forward
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	34	\$17,725.00	\$15,066.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	34	\$17,725.00	\$15,066.25	0.00
Totals	34	\$17,725.00	\$15,066.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Continental Washington DC			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KTVX-TV	24%	\$17,725.00
Market	100%	\$73,854.17

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBYU	0%	\$0.00
KJZZ	8%	\$5,908.33
KMYU	0%	\$0.00
KSL	30%	\$22,156.25
KSTU	5%	\$3,692.71
KUCW	2%	\$1,477.08
KUED	0%	\$0.00
KUPX	0%	\$0.00
KUTV	30%	\$22,156.25
UNKWN	1%	\$738.54

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTVX	10/16/12	10/19/12	M-F 6a-630a GMU M-F 6a-630a GMU	CM	6:00 AM-6:30 AM	- TWTF - -	:30	3	\$250.00	P-1	0.00	NM	3	\$750.00
GOOD MORNING UTAH-6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- TWTF - -			3			\$250.00		0.00			
E 2	KTVX	10/21/12	10/21/12	Good Morning America 6-7a GMA Su 6a-7a	CM	6:00 AM-7:00 AM	- - - - - S	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00

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Advertiser: Center Forward
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KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	KTVX	10/18/12	10/18/12	Thu Reg 2 Grey's Anatomy 8-9p	CM	8:00 PM-9:00 PM	---T---	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
GREY'S ANATOMY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$4,000.00		0.00						
E 16	KTVX	10/16/12	10/19/12	ABC4 News at 10pm M-EM M-F 10p-1036p		10:00 PM-10:35 PM	PI- TWTF--	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
ABC 4 NEWS AT 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-TWTF--	1		\$900.00		0.00						
E 17	KTVX	10/22/12	10/22/12	M-F 1p-2p M-F 1p-2p	CM	1:00 PM-2:00 PM	M-----	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
GENERAL HOSPITAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$200.00		0.00						
E 18	KTVX	10/22/12	10/22/12	M-F 3p-4p M-F 3p-4p	CM	3:00 PM-4:00 PM	M-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$400.00		0.00						
E 19	KTVX	10/22/12	10/22/12	ABC4 News at 6p ABC4 News at 6p	CM	6:00 PM-6:30 PM	M-----	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
ABC 4 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$500.00		0.00						
N 20	KTVX	10/20/12	10/20/12	Sat Rotation Sa 10a-5p College FB	CM	10a-5p	-----1-	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----1-	1		\$750.00		0.00						
													Totals	34	\$17,725.00